

CROWDS ACCLAIM SHOW AS EASILY GREATEST YET

Eighty-four Kinds of Cars, Ranging in Price From \$715 to \$11,000, Are Exhibited in Grand Central Palace.

WELL, they've done it again—put over an automobile show that thrills into the shade all its predecessors.

And this, the twentieth national show, which opened yesterday in two sections, each a mammoth, is truly a marvel in every respect. The passenger cars shown in Grand Central Palace are in bewildering variety and the commercial cars, so numerous that they had to be displayed separately in the Eighth Coast Artillery Armory, the Bronx, show in wonderful fashion the mighty place that the commercial automobile has made for itself in America's business life.

It was a dramatic moment when the great entrance of the Grand Central Palace was thrown open yesterday afternoon to admit the public to the four-story display of the greatest national passenger automobile show in automobile history. Hundreds of men and women who before the war were more busy passing attention to motor vehicles were there because during the war they became chummy, under the stress of war, with carburators, tires, mufflers and gears and all the other parts of a motor car.

Motor Car Company, and Harry M. Jewett, Pease Detroit Motor Car Company. This committee cooperated with the veteran manager of both shows, S. A. Miles.

The following are the makes of passenger cars which are on exhibition at the Palace: Holmes, Temple, Cleveland, Allen, American Beauty, Anderson, Apperson, Auburn, Biddle, Briscoe, Cadillac, Case, Chalmers, Chandler, Chevrolet, Cole, Columbia, Comet, Commonwealth, Crow-Knight, Davis, Detroit Electric, Dixie Flyer, Dodge Bros., Dorr, Dorr, Egan, Egan, Flat, Fergus, Franklin, Grant, Haynes, Heller, Hudson, Hupmobile, Jackson, Johnson, King, Knap-Kar, Kline Kar, Lexington, Liberty, McParlan, Mallock, Marmon, Maxwell, Mercer, Metz, Miller, Nash, National, Oakland, Oldsmobile, Pontiac, Overland, Owen, Packard, Paige, Patterson, Peapack, Pierce-Arrow, Premier, Reo, Roemer, Saxon, Savers, Scripps-Booth, Standard, Stanley, Sturgis, Knight, Stephens, Stevens-Dury, Studebaker, Stutz, Vell, Westcott, Willys-Knight and Winton.

1919 PRODUCTION BROKE RECORDS

Total of 1,391,929 Motor Vehicles Made in U. S.—Value Nearly \$2,000,000,000.

By ALFRED REEVES, General Manager, National Automobile Chamber of Commerce.

Even with the small production during the first three months of 1919 following the armistice, when the industry was on practically a 100 per cent war basis, motor car manufacturers made such gigantic strides during the other nine months that the year's production of 1,391,929 motor vehicles exceeds all previous records, including 1917, when 1,453,000 cars and trucks were produced. The wholesale value brought the industry almost to the two billion dollar class.

It was only twenty years ago when automobiles were barred from Central Park—yet within these two decades no year has gone by except the war year of 1918 which has not seen an increased demand for these time saving vehicles, now such an important part of our American life, having advanced from the position of toys for the rich to a position on a par with the telephone, telegraph and the railroad in their work of transporting men and merchandise.

Passenger car production was slightly less than in 1917, totalling 1,286,747, as against 1,740,000 for 1917. The truck production, however, increased substantially, rising from 227,000 in 1917 to more than 200,000 in 1919.

The total wholesale value of passenger cars was \$1,329,281,935, an average of \$832 per car; while the truck value was \$468,311,545, an average of \$1,238 per vehicle.

The total wholesale value of these products was \$1,807,593,480, which when combined with the wholesale value of bodies, spare tires and accessories to equip the cars or trucks ready for use, owners use brings the industry close to the two billion class, with a practical certainty that this year's position will be second only to steel among the manufacturing industries of the country.

The rapid advance of the truck has

440,043 Passenger Cars and 93,846 Trucks in New York State.

THERE has been a 21 per cent increase in motor vehicles in New York State the past year, according to figures just compiled and announced by Francis M. Hugo, Secretary of State, who through his official position is at the head of the largest automobile bureau in the world. Commercial cars show a 24 per cent increase over last year, while of chauffeurs there has been a 23 per cent increase in the State, the number of licensed drivers footing for 174,446. These figures are up to December 1 for both 1918 and 1919. While there will be additional licensing of cars up to the latter part of January, the figures given below can be regarded as of the year's total for the reason that the December and January registration will be comparatively small.

It is noticeable that the motor vehicles in the State show a decrease of 818 over a year ago. This also holds true in New York city, where the decrease amounts to 31.

In the State as a whole automobile dealers have increased from 2,231 to 2,461, an increase of 410, or 18 per cent. The number of buses has also increased a matter of 22 per cent. The total receipts to the Secretary of State's office from its motor vehicle license will reach six million dollars by the latter part of January, running a million dollars over last year, or in percentage terms, amounting to approximately 50 per cent.

Taking the New York city registration figures separate from those of the entire State, an increase of 35,087, or 38 per cent, is shown in its passenger cars. The same twelve months has brought an increase of 24 per cent in its commercial cars. The number of dealers has grown from 645 in 1918 to 813 on December 1, 1919. New York city registered 171,559 motor vehicles in 1919, while its chauffeurs now number 104,632, as compared with 82,476 on December 1, 1918.

The important part which New York city plays in the motor vehicle receipts of Secretary of State Hugo's office is revealed in the fact that the 34 per cent increase the past year brings the total to \$2,408,859.75, a gain of \$470,445.25 over the same date a year ago.

The following figures will be of interest to automobilists generally, giving the number of cars, dealers, chauffeurs and motorcycles on December 1, 1919, and on a like date in 1918, with the increase of each, as well as the percentage of increase, the figures covering New York State as a whole, and New York city alone:

NEW YORK STATE.			
	1918.	1919.	Per cent.
Passenger	440,043	594,029	34
Commercial	21,989	27,072	23
Trucks	2,231	2,461	10
Dealers	2,231	2,461	10
Chauffeurs	82,476	104,632	27
Motorcycles	174,446	174,446	0
Total receipts	\$2,408,859.75	\$2,408,859.75	0

NEW YORK CITY.			
	1918.	1919.	Per cent.
Passenger	171,559	231,646	35
Commercial	21,989	27,072	23
Trucks	2,231	2,461	10
Dealers	2,231	2,461	10
Chauffeurs	82,476	104,632	27
Motorcycles	174,446	174,446	0
Total receipts	\$2,408,859.75	\$2,408,859.75	0

resulted from its meritorious performance in the war, in general commercial life, in connection with rural motor express lines and in practically every other department of commerce. Buses are increasing in great number, it being worthy of note that in Newark, N. J., 1,600,000 passengers were carried by buses during the first half of 1919, the figures amounting to \$800,000.

Some highly interesting figures in connection with the industry dating from 1920 are given in the following table:

PRODUCTION FIGURES OF THE AUTOMOBILE INDUSTRY.			
PASSENGER CAR PRODUCTION.			
Year.	Number.	Wholesale Value.	Per cent.
1918	1,286,747	\$1,329,281,935	100
1919	1,453,000	\$1,807,593,480	141
1920	1,740,000	\$2,408,859,750	183
1921	2,000,000	\$2,800,000,000	210
1922	2,200,000	\$3,000,000,000	230
1923	2,400,000	\$3,200,000,000	250
1924	2,600,000	\$3,400,000,000	270
1925	2,800,000	\$3,600,000,000	290
1926	3,000,000	\$3,800,000,000	310
1927	3,200,000	\$4,000,000,000	330
1928	3,400,000	\$4,200,000,000	350
1929	3,600,000	\$4,400,000,000	370
1930	3,800,000	\$4,600,000,000	390
1931	4,000,000	\$4,800,000,000	410
1932	4,200,000	\$5,000,000,000	430
1933	4,400,000	\$5,200,000,000	450
1934	4,600,000	\$5,400,000,000	470
1935	4,800,000	\$5,600,000,000	490
1936	5,000,000	\$5,800,000,000	510
1937	5,200,000	\$6,000,000,000	530
1938	5,400,000	\$6,200,000,000	550
1939	5,600,000	\$6,400,000,000	570
1940	5,800,000	\$6,600,000,000	590
1941	6,000,000	\$6,800,000,000	610
1942	6,200,000	\$7,000,000,000	630
1943	6,400,000	\$7,200,000,000	650
1944	6,600,000	\$7,400,000,000	670
1945	6,800,000	\$7,600,000,000	690
1946	7,000,000	\$7,800,000,000	710
1947	7,200,000	\$8,000,000,000	730
1948	7,400,000	\$8,200,000,000	750
1949	7,600,000	\$8,400,000,000	770
1950	7,800,000	\$8,600,000,000	790
1951	8,000,000	\$8,800,000,000	810
1952	8,200,000	\$9,000,000,000	830
1953	8,400,000	\$9,200,000,000	850
1954	8,600,000	\$9,400,000,000	870
1955	8,800,000	\$9,600,000,000	890
1956	9,000,000	\$9,800,000,000	910
1957	9,200,000	\$10,000,000,000	930
1958	9,400,000	\$10,200,000,000	950
1959	9,600,000	\$10,400,000,000	970
1960	9,800,000	\$10,600,000,000	990
1961	10,000,000	\$10,800,000,000	100

MOTOR TRUCK PRODUCTION.			
Year.	Number.	Wholesale Value.	Per cent.
1918	227,000	\$468,311,545	100
1919	250,000	\$500,000,000	110
1920	270,000	\$540,000,000	120
1921	290,000	\$580,000,000	130
1922	310,000	\$620,000,000	140
1923	330,000	\$660,000,000	150
1924	350,000	\$700,000,000	160
1925	370,000	\$740,000,000	170
1926	390,000	\$780,000,000	180
1927	410,000	\$820,000,000	190
1928	430,000	\$860,000,000	200
1929	450,000	\$900,000,000	210
1930	470,000	\$940,000,000	220
1931	490,000	\$980,000,000	230
1932	510,000	\$1,020,000,000	240
1933	530,000	\$1,060,000,000	250
1934	550,000	\$1,100,000,000	260
1935	570,000	\$1,140,000,000	270
1936	590,000	\$1,180,000,000	280
1937	610,000	\$1,220,000,000	290
1938	630,000	\$1,260,000,000	300
1939	650,000	\$1,300,000,000	310
1940	670,000	\$1,340,000,000	320
1941	690,000	\$1,380,000,000	330
1942	710,000	\$1,420,000,000	340
1943	730,000	\$1,460,000,000	350
1944	750,000	\$1,500,000,000	360
1945	770,000	\$1,540,000,000	370
1946	790,000	\$1,580,000,000	380
1947	810,000	\$1,620,000,000	390
1948	830,000	\$1,660,000,000	400
1949	850,000	\$1,700,000,000	410
1950	870,000	\$1,740,000,000	420
1951	890,000	\$1,780,000,000	430
1952	910,000	\$1,820,000,000	440
1953	930,000	\$1,860,000,000	450
1954	950,000	\$1,900,000,000	460
1955	970,000	\$1,940,000,000	470
1956	990,000	\$1,980,000,000	480
1957	1,010,000	\$2,020,000,000	490
1958	1,030,000	\$2,060,000,000	500
1959	1,050,000	\$2,100,000,000	510
1960	1,070,000	\$2,140,000,000	520
1961	1,090,000	\$2,180,000,000	530

MILES TELLS OF PREVIOUS SHOWS

Manager Relates Interesting Bits of Automobile Exposition History.

By S. A. MILES, Manager New York Automobile Show.

The year 1920 sees the Twentieth National Automobile Show celebrating the twentieth anniversary of the automobile industry in America as an actual industry.

The idea of the motor car itself is hundreds of years older. Back in the thirteenth century a frightened old gentleman risked ridicule with the prophet that the day would come when a horseless chariot would be invented which would run as fast as a horse. One of the first contraptions that appeared in fulfillment of this rash prediction—some 400 years too late, by the way, to give the poor prophet his satisfaction—was regarded as enough of a freak to be exhibited in 1694 with the rest of them by P. T. Barnum, who thus has the credit of putting on the first automobile "show."

Madison Square Garden saw the first real automobile show in 1896 during the week of November 3 to 18. Even then people were afraid to go too close to the curious contrivances. I recollect that a flat oval track was built in the arena at the Garden upon which makers might prove to the public that the things would run.

People took care to sit in the galleries during demonstrations, and those who ventured in the arena did so over a wooden hill which had been made on the roof of the Garden. To run down, of course, but really to climb up! That they did not go too fast we know from the fact that most of them were single cylinders.

There were thirty-one exhibitors of complete motor cars at that first show and twenty of parts and accessories. It seems a far cry from those few dauntless rattle traps to the eighty-seven passenger cars, seventy-five trucks and 244 accessories on exhibition at the Grand Central Palace and the Eighth Coast Artillery Armory, Jerome avenue and Kingsbridge road at 194th street.

At the New York Passenger Car Show 123 members of the Motor and Accessory Manufacturers' Association have exhibits, and 54 have displays at the Truck Show.

In the range of automotive equipment shown, in the amount of space occupied, in the number of exhibits and in the keen interest displayed by the public and the industry, the parts and accessories sections of the shows this year are surpassing all previous records.

Broken the tradition of the automobile show. With the cooperation of manufacturers the annual display took place in Madison Square Garden and Sixty-ninth Regiment Armory.

Well, on the way to normal conditions with factories producing at the rate of 2,000,000 cars a year and demand far exceeding supply at that, the industry this year will celebrate its twentieth birthday in a big "double header" show. Passenger cars and trucks will be shown during the same week, January 3-10, respectively, in Grand Central Palace and Eighth Coast Artillery Armory. Marking the opening of a new era of service for the automotive vehicle a series of conferences on motor transportation has been incorporated with the motor truck division of the show.

close, and to have it managed by a committee on which the N. A. A. M., the Automobile Club of America, the Motor Vehicle Club of America and the Garden company should each be represented. After that progress went on at express speed.

There was no show in 1902, but in January, 1903, the third show was held with 150 exhibitors represented. By 1905 the number of exhibitors had increased to 250, and several applications had to be refused for lack of space. With the 1905 show the contract between the N. A. A. M., the Madison Square Garden and the Automobile Club of America expired and the Association of Licensed Automobile Manufacturers obtained a lease of the Garden for several years, with an option of renewing it.

With the expansion of the industry each year saw more exhibitors represented at the show. In the exposition held January 3-10, 1910, there were 311 exhibitors. In 1912 there were 311 exhibitors. In 1914 there were 311 exhibitors. In 1916 there were 311 exhibitors. In 1918 there were 311 exhibitors. In 1920 there were 311 exhibitors.

284 Accessories Are Displayed at Show

PARTS and accessories are occupying more space than ever before at the New York Twentieth National Automobile Show.

Supplementing the 83 makes of passenger cars and the 67 makes of motor trucks there will be about 284 accessories on exhibition at the Grand Central Palace and the Eighth Coast Artillery Armory, Jerome avenue and Kingsbridge road at 194th street.

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New License Plates Will Be Pea Green

WHEN New York's new license plates make their appearance on February 1 they will be a light pea green with the numerals in black, presenting a most attractive appearance.

Although 1921 is still a year distant, Secretary of State Francis M. Hugo has already decided the color combination which will prevail in plates that year. The early decision on his part becomes imperative owing to the fact that the State Prison Department will hereafter manufacture the automobile plates. Some preliminary work has already been done by the Prison Department. Machinery will be installed, and the work of turning out over half a million sets of plates by prison help will get under way soon.

New York's 1921 plates will be a dark blue with white numerals and one of the richest looking plates in the history of this State. Secretary Hugo soon will notify adjoining States of the color combination for a year hence in order that they may not choose a like combination for their plates.

NATIONAL HIGHWAYS ON ECONOMIC NEED

Would Save War's Cost in a Generation, Says R. D. Chapin.

By ROY D. CHAPIN, Chairman, Highway Committee, National Automobile Chamber of Commerce.

In a day when every expenditure should be rigidly scrutinized and every effort made to overcome the burden which the world war has saddled upon us the need of a national highway system stands out more clearly than ever before.

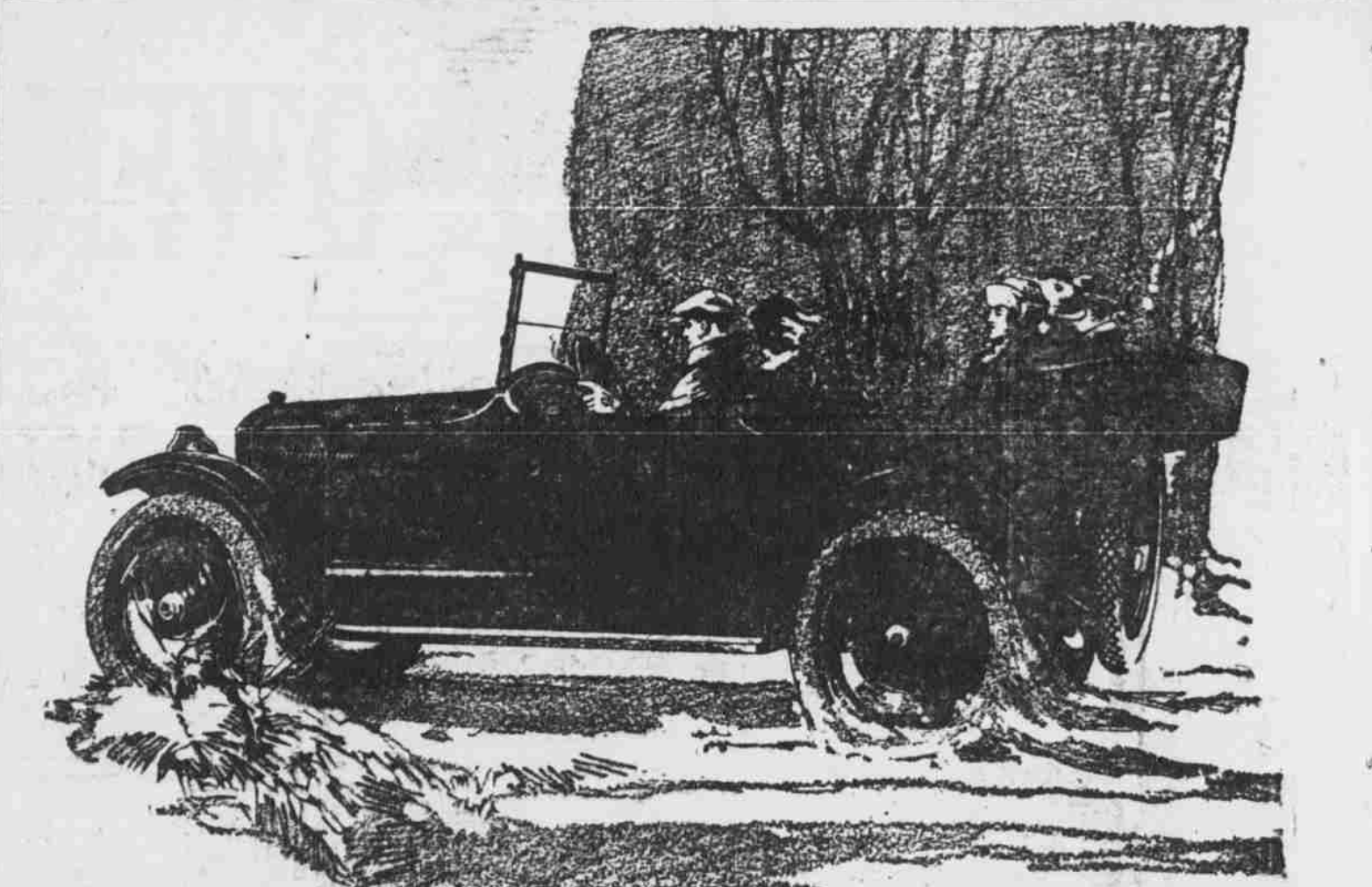
Not one item in the domestic budget of the United States gives evidence of such waste and inefficiency as that displayed in our highway transportation costs, which are a direct reflection of the damage wrought by poor roads.

Because of this condition many cents are added to the cost of the daily meal of every citizen in the land, thousands of tons of food still remain rotting on the farms and the burden of meeting our taxes is intensified.

Intelligent improvement and maintenance of our highways at a comparatively insignificant cost would save enough money in transportation costs to pay off the nation's war debt within the lifetime of the present generation and leave a handsome residue in the treasury.

This is a large statement but one susceptible of proof. We have 4,500,000 passenger cars in the United States today. Assume that a national highway system of 30,000 miles should be constructed and maintained by the Government. If each of these cars traveled but 1,200 miles a year on the national system a saving of 1 1/2 cents a mile in expenses and tire costs would easily be effected or a total of \$117,000,000 a year.

Government figures show that a saving of 17 cents a ton mile in commercial traffic is made when roads are improved. The Congressional investigation of 1912 deduced an annual highway traffic of 190,000,000 tons. A conservative statement would place the total today at 1,000,000,000 tons. On the assumption that but one-fifth of this travelled over the national system (and an improved road always draws much more) there would be a ton mileage saving of \$117,000,000. Since the average haul is ten miles an hour the actual saving per ton of merchandise would be \$11,700,000 a year.



What you will see in the Liberty

ALL of the distinguishing characteristics of the original are retained in the Liberty which will be displayed to you at the New York show.

The car is best described, perhaps, as a development and an unfolding of the basic beauty which is inherent in Liberty design.

You are given a freshened appreciation of the grace and symmetry of Liberty lines, and of the harmony which characterizes the car in its entirety.

In the same way and to the same degree, the Liberty has improved upon itself in details of comfort and convenience.

That the engineering practice and the performance qualities have been smoothed and refined, goes without saying. You will instantly recognize that the well known difference in the way the Liberty rides and drives is more delightfully marked than ever.

E. S. Partridge & Co., Inc.
1826 Broadway, at 60th Street
Phone 7121 Columbus

Complete line—new series
Type 59 Cadillac—on exhibition
at the Automobile Show
and the Cadillac salesrooms



LIBERTY SIX

Traffic Suggestions for Show Week Crush

THE following suggestions are made to motorists by C. H. Larson, president of the Oldsmobile company, with a view to relieving, so far as possible, the heavy strain that always exists on the city's traffic facilities during the busy show week.

"If you are driving slowly keep as near to the curb as is practicable, so as to leave the centre of the street open for those moving more rapidly.

"By the same token, be extremely careful in trying to pass another vehicle in the crowded avenues, especially in attempting to 'edge by.'

"Always give north and south traffic the right of way. The motorist who is travelling in that direction will expect it from you if you are going east or west, and if you don't observe the rule and there's no traffic policeman at the corner there will be trouble.

"Don't use Broadway and Fifth avenue any more than is absolutely necessary for business or shopping reasons.

"The level headed motorist will keep his oil at the proper level so that there will be no smoke from his exhaust to annoy the pedestrians and to violate the law.

"Shine up your mirror so that you can watch the vehicles stream behind you, and be sure that the line of your brakes is good, because you'll need them as never before on the avenue.

"Don't park in the side streets of Fifth avenue longer than you have to.

"Don't make it necessary for the traffic bluecoat to reprimand you for carelessness, because you'll be holding up a score of drivers besides yourself.

"Above all, keep your temper, be reasonable and be charitable to the 'other fellow.'

It is our sincere conviction that the fullest capacities of the Cadillac plant will continue to be taxed all of this year and indefinitely thereafter.

In the light of these facts, those who wish to own this car—the Cadillac—and no other, any time this year, will almost surely be courting disappointment if they delay placing their orders.

CADILLAC MOTOR CAR COMPANY

